



Cash for College

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Learn More Indiana Campaigns

Three annual statewide campaigns:

- 1) College GO! — Fall
- 2) Cash for College — Winter/Spring
- 3) Career Ready — Spring/Summer

Guiding principles:

- 1) Clear success focus for each campaign
- 2) Specific, practical steps for students at each level
- 3) State driven, locally led



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Cash for College

- Cash for College takes place each December through April 15
- Tips and activities to help students **budget** and **pay for education** beyond high school
- The campaign highlights the State's April 15 deadline for filing the Free Application for Federal Student Aid (FAFSA)



Cash for College Goals

K-8 Students:

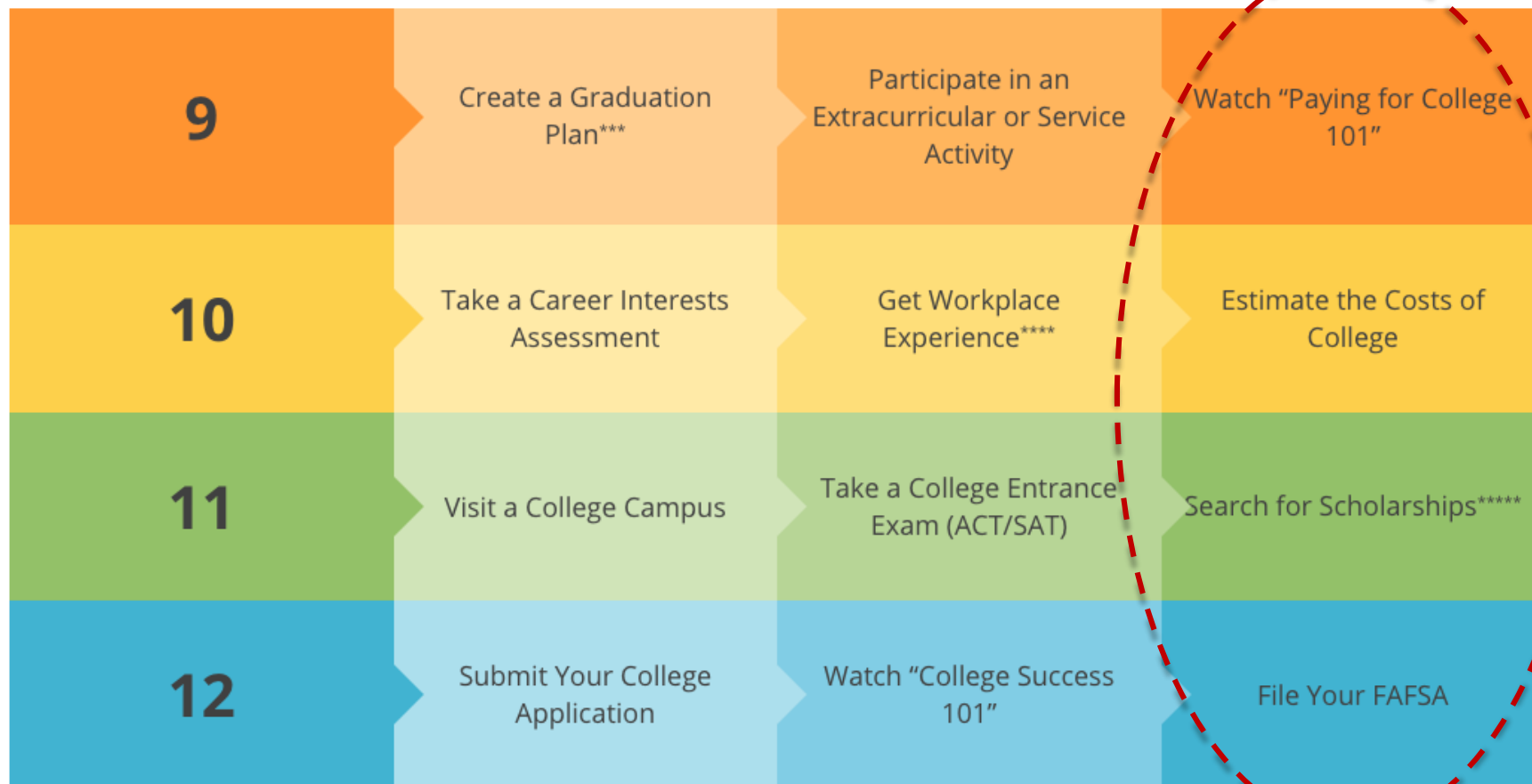
- How to save for college
- How good grades help pay for college
- Enrollment in 21st Century Scholars

High School Students:

- Learning about the costs of college
- Estimating college costs
- Searching for scholarships
- Filing the FAFSA



Scholar Success Program



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Resources

Cash for College Resources

- ◆ Learn More Campaign Starter Kit
 - 2019-20 Learn More Indiana campaign starter kit
- ◆ FAFSA Fridays
 - FAFSA Fridays Manual
 - FAFSA Fridays Next Steps Email Template
 - FAFSA Fridays Next Steps Handout
 - FAFSA Fridays Sign-Out
 - FAFSA Fridays Volunteer Tasks
 - FAFSA Fridays Volunteer Thank You
 - FAFSA Worksheet Coversheet
 - FAFSA Worksheet (English) (Spanish)
 - Cash for College Sample Press Release
 - Cash for College Sample Newsletter Blurb

- 11-12
 - My college budget
 - Scholarship essay
 - Understanding financial aid
 - Time for Payback (and educators guide)

- ◆ Announcements
 - Cash for College K-8 Announcements
 - Cash for College High School Announcements

- ◆ Posters
 - Cash for College poster
 - 21st Century Scholars Enrollment Poster
 - 21st Century Scholars Program Requirements Poster
 - Indiana College Map

◆ Classroom Activities

- K-2
 - Counting on college
 - Leafy savings
 - Saving makes cents
- 3-5
 - Coupons for college
 - Piggy bank puzzles
 - Savings skills
- 6-8
 - Financial aid knowledge quiz
 - Real world costs
- 9-10
 - Costs of college
 - Scholarship search
 - Time for Payback (and educators guide)

◆ Bulletin Board Kit

- Cash for College bulletin board kit

◆ FAFSA Materials

- How to Create an FSA ID Video
- Creating and Using the FSA ID Handout (English)
- Creating and Using the FSA ID Handout (Spanish)
- How to Fill Out the FAFSA Video
- 2020-21 FAFSA on the Web Worksheet (English)
- 2020-21 FAFSA on the Web Worksheet (Spanish)

LearnMoreIndiana.org/classroom-materials



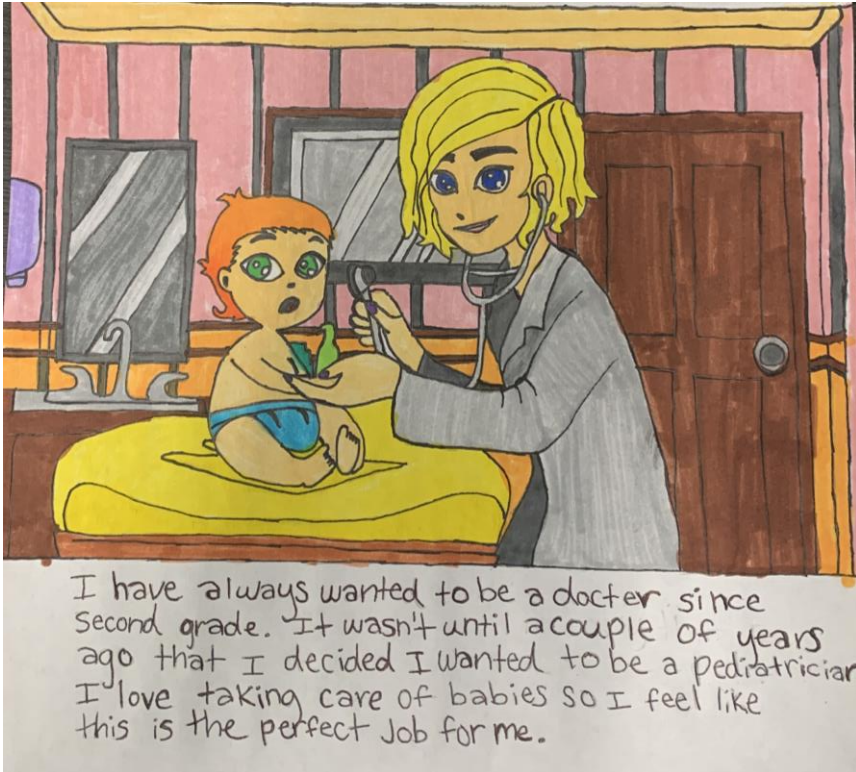
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What's We're Doing

- LMI contest winners
- Social media
- FAFSA Fridays events
- FAFSA communications
- FAFSA Frenzy events



LMI Contest Winners



- Each year, Learn More Indiana sponsors a contest for Hoosier students
- One student in each grade is chosen to win \$529 in a CollegeChoice 529 Direct Savings Plan
- Winners are announced during Cash for College



Social Media

The Cash for College social media campaign aimed to:

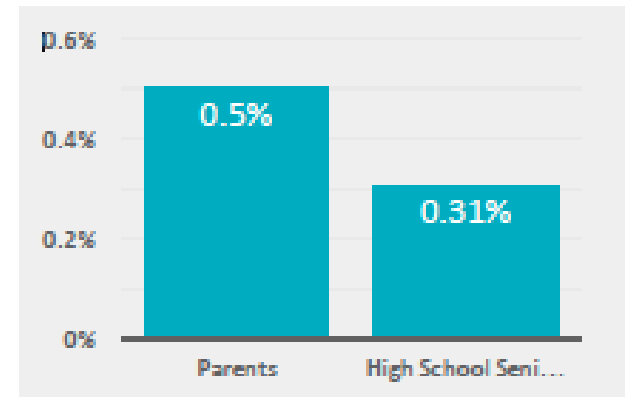
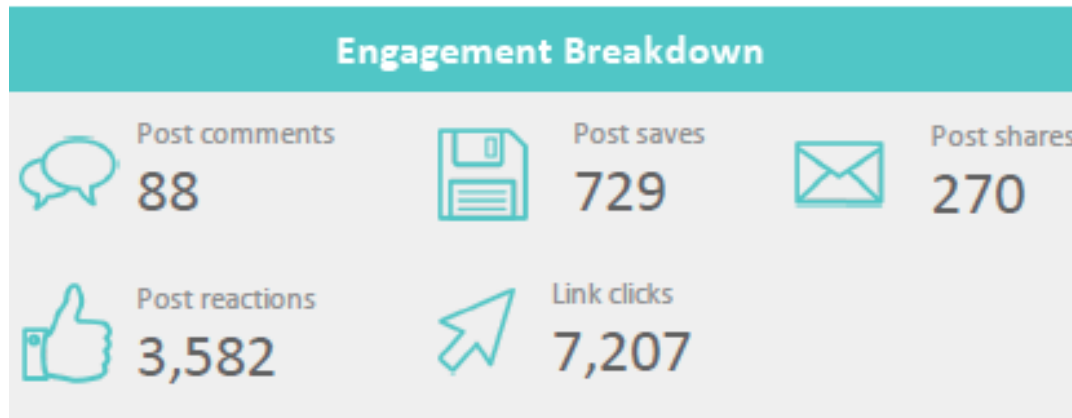
- Decrease the stigma on need-based financial aid
- Lessen concerns of not qualifying for aid
- Extinguish fears that the FAFSA is too difficult



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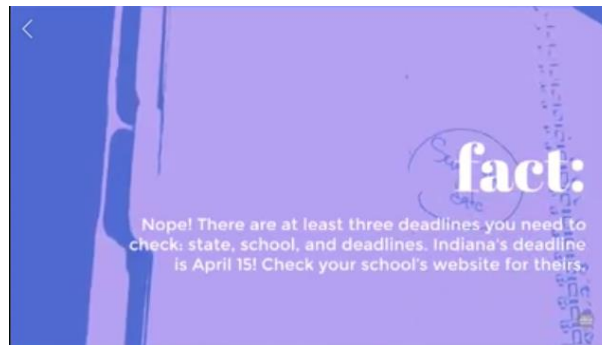
Social Media

- Cash for College ads were placed on Facebook, Instagram and YouTube
- Ads saw over 3 million impressions and nearly 12,000 engagements over approximately 2 months



FAFSA Fridays

- Each Friday in February, we'll be sharing FAFSA information, tips and videos on our social media
- Posts will be targeted at students (Instagram), Parents (Facebook) and high school pages (Facebook and Twitter)



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FAFSA Communications

- We send over 45 FAFSA communications to students and families each academic year
 - Communications include emails, text messages and phone calls
 - Communications share important deadlines, free FAFSA filing events, updates and more
 - Communications go to as many as 200,000 students/families



FAFSA Frenzy

- Along with being a partner for College Goal Sunday, CHE hosts annual FAFSA Frenzy events
- 2020 Pilot: Partner with Simon Mall to hold FAFSA events at malls in Indiana
 - April 4, 2020 at Circle Centre Mall, College Mall, Tippecanoe Mall and University Park Mall
- Partner with Money Smart Week and Simon Malls for advertising, incentives and support



Early Results

- As of 1/17/2020, Indiana residents have filed **115,884** FAFSAs in the 2020-2021 application year—an increase of **3,064 or 2.7%** FAFSA submissions compared to this time last year
- As of 1/17/2020, Indiana high school seniors have filed **27,688** FAFSAs in the 2020-2021 application year. This is a decrease of **158 or 0.6%** FAFSA submissions compared to this time last year
- We are currently ranked **35th** in the nation with a high school senior FAFSA filing rate of **34.3%**



Early Results

Region	21st Century Scholars with FAFSA on File	21st Century Scholars	21st Century Scholars FAFSA Filing Percentage	Total High School Seniors with FAFSA on File	Total High School Seniors	Total High School Seniors FAFSA Filing Percentage
Central	1,327	3,356	39.5%	4,265	13,268	32.1%
East	617	1,666	37.0%	3,223	8,831	36.5%
North Central	386	983	39.3%	3,899	8,927	43.7%
Northeast	925	2,273	40.7%	4,493	12,873	34.9%
Northwest	894	2,044	43.7%	5,101	14,570	35.0%
Southeast	492	1,454	33.8%	2,512	6,953	36.1%
Southwest	511	1,346	38.0%	2,933	7,693	38.1%
West	456	1,152	39.6%	3,043	7,818	38.9%
Total	5,608	14,274	39.3%	29,469	80,933	36.4%

Source: ScholarTrack FAFSA Completion Summary Report



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